

COMPARISON TO REGULAR BRAND

	NORTHWIND	
	New Ad/ New Product (Green)	Test Marketed Ad/ Test Marketed Product (Blue)
N =	402	234
	<u>%</u>	<u>%</u>
<u>Better Than</u>	24	22
Much better than regular brand	11	11
Slightly better	13	11
About the same	30	29
<u>Worse Than</u>	45	49
Slightly poorer	31	29
Much worse than regular brand	14	20
Don't know	1	-
Average	2.8	2.7

QUESTION: I would now like to find out how Northwind cigarettes compare to (READ BRAND IN Q.3), the brand you smoke most often. Would you say Northwind is... (READ LIST)?

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